

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANIES INC.
AD#BENR116-B4 REQ#R21541 "DENICOTINED TOBACCO" 1A BRANDING PG 4/C BLD (5-5/8 X 7-3/4) TV GUIDE INSERT
Printed in U.S.A.
(TEST) ARIZONA, 1990



BENSON & HEDGES DE-NIC

DE-NICOTINED TOBACCO
THE SMOOTH TASTE OF A LIGHT

INTRODUCING A BLEND OF
INNOVATION AND TRADITION
BENSON & HEDGES DE-NIC™

THE BREAKTHROUGH OF
DE-NICOTINED TOBACCO MEANS IT'S
LESS THAN 0.1 MG OF NICOTINE.

AND THE QUALITY OF
BENSON & HEDGES MEANS YOU ENJOY
A SMOKEABLE CIGARETTE,
WITH THE SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL,
KINGS AND BOO'S.

BENSON & HEDGES
DE-NIC™

Light®
NICHOTINE EXTRACT FROM THE TOBACCO
CONTAINS 0.1 MG NICOTINE OR LESS PER
CIGARETTE. 12 mg nicotine av.
per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

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3 mg "tar", 0.1 mg nicotine av.
per cigarette by FTC method.

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